

SINGLE ISSUE - 2024

Hello Karaoke!

Boost YOUR BUSINESS WITH SOCIAL ENTERTAINMENT

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SUNVIG[®]
KARAOKE BUSINESS SOLUTIONS

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HIT THE RIGHT NOTE

As you probably already know, the karaoke entertainment industry is booming, and more and more people are discovering it as a must-do social activity.

In this magazine, you can read about the possibilities of several karaoke concepts, business models, and why karaoke entertainment has become so popular.

Looking back to the last year at SUNVIG, we have delivered more systems than ever, and many customers are satisfied with our karaoke solutions. The positive market reaction to the Karaoke BLOX, released last year at IAAPA in Vienna, was an unexpected success.

Also, last year, we saw the challenge of scaling up SUNVIG, but even with the enormous workload, the team was busy developing, building, and providing service to our customers.

But that doesn't mean we have sat still. We have completely rebuilt and expanded our warehouse and factory to scale up even better in logistics and manufacturing. At the office, we have, for example, extended the team of software developers, and we are still hiring people to join the SUNVIG family.

Whether you're familiar with us or not, this magazine provides information about our newest karaoke business solutions and offers insights for anyone interested in karaoke entertainment.

Enjoy!

MARCEL VAN KETEL
CEO SUNVIG



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KARAOKE BUSINESS SOLUTIONS



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SUNVIG[®]

Hello Karaoke!

Are you looking for a professional plug-and-play karaoke solution? Whether you want to upgrade your existing setup or add a new karaoke attraction, SUNVIG can help you enhance your customer experience, increase revenue, and provide the best support.

Karaoke is a booming business and is the perfect answer for today's social entertainment your guests are looking for.

**CLIENTS RATE US WITH 4.9 OUT OF 5 STARS
ON GOOGLE!**



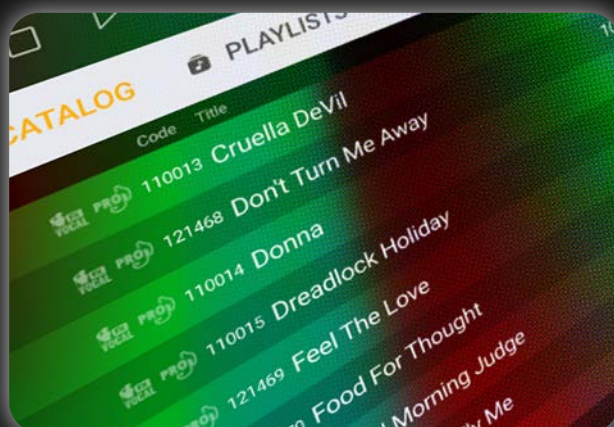


PRODUCTS

SUNVIG offers a range of karaoke products to suit different karaoke concepts. Our high-quality karaoke systems, manufactured and designed in the Netherlands, come standard with user-friendly software and are plug-and-play.

SOFTWARE

SUNVIG provides user-friendly software in addition to its product line. We collaborate with multiple partners to offer a stable and innovative platform. Our in-house software team can develop software to future-proof the karaoke experience and integrate API with suppliers to seamlessly run business operations on our hardware.



KARAOKE SONGS

SUNVIG's karaoke solutions come with pre-installed songs to keep the system up to date. We work with musicians worldwide to produce songs your guests want to sing. Because a karaoke system without any karaoke song updates makes the experience less, and people don't return for another time. Also, the quality of the karaoke songs is an essential aspect of SUNVIG because guests want to experience performing on stage. We produce new songs daily and in different languages, making your karaoke system ready to rock!

SERVICE

With years of experience in the karaoke world, we have the knowledge to guide you from A to Z in setting up and running the best karaoke experience. Because we manufacture all our products in-house, we can adapt them to our customers' wishes. We love working with our customers and want to offer the best service and support.



Hello KTV

Karaoke is not just a thing of the past; it's a dynamic trend making a comeback. Projections suggest that the demand for KTV (private karaoke rooms) will triple in the coming years.

In today's digital world, entertainment and socializing have taken on new forms, transforming how we connect and spend our free time. Among leisure activities, the rise of KTV private karaoke rooms is a trend capturing a broad target audience with the best feel-good vibe worldwide.

Learn more about the phenomenon that originated in East Asia and why it has transcended its initial regional confines, becoming a beloved form of entertainment worldwide.

Welcome to the world of KTVs. Explore what they are, why they're soaring in popularity, and how they cater to every generation.





LEISURE



HOSPITALITY



PRIVATE KARAOKE ROOMS



THE EVOLUTION OF *private karaoke*

When you think of karaoke, you may think of dimly lit, old-fashioned bars and drunk people screaming through a microphone.

It is time to shift that perception because karaoke is experiencing a dazzling revival in this modern era, and it's making a triumphant return in a whole new way.

Karaoke originated in the 1970s and has grown into a universally beloved activity worldwide. It allows individuals to sing along to a backing track and was initially intended for public venues like bars or cafes.

In the zeroes, the Karaoke Television Box (KTV) revolutionized the Asian scene. These small rooms, mainly operated within restaurants, were for private groups to sing privately with their own audio system and karaoke machine without singing in a public bar.

Because the KTV concept was directly successful, standalone venues were also opening without an average restaurant area and only offering several rooms in different sizes. Food and drinks were served in the rooms from only a central kitchen or bar. To make a difference to KTV, the standalone venues mostly called themselves Karaoke Boxes, Booths or Private Karaoke Rooms but are the same as the original KTV concept.

The popularity of KTV karaoke is on the rise worldwide. While KTV has its origins in Asia, it is gaining popularity globally. It offers a more intimate and private karaoke experience than singing in a public bar or club. The concept of private karaoke rooms at KTV is becoming a popular entertainment attraction in the leisure and hospitality sector. Even one room in a family entertainment center can be a significant social attraction. It offers a unique experience that combines singing, socializing, drinking, and dining.

SUNVIG is offering plug-and-play karaoke KTV systems, and we can help you develop the private room, allowing you to start the business directly!

Discover our award-winning solutions, designed and manufactured in the Netherlands, allowing you to start the party directly!

IS A PRIVATE KARAOKE ATTRACTION SUITABLE FOR MY BUSINESS?

Private karaoke rooms can be valuable to various venues, such as restaurants, bars, clubs, and family entertainment centers. SUNVIG can help you implement a karaoke solution and explain the specified revenue model for karaoke entertainment.

We are ready to help.

3

ESSENTIAL TIPS



1. PICK A THEME

The most memorable private karaoke rooms are centered around a specific theme. Think about countries, time eras or lifestyles. Perhaps you want to build a karaoke room in Japanese style? Or a room dipped in luxury and gold? How about a street art room? The possibilities are endless!



2. FAKE WINDOWS

With private karaoke rooms, there is always the risk of a claustrophobic feeling. The rooms are usually closed spaces. This feeling can be avoided with the use of fake windows. These windows can match the theme of the room if you want. Think about a view of the Eiffel Tower for your Paris-themed room. Of course, a simple mirror helps, too.



3. USE ALL SENSES

Of course, you want your karaoke room to look top-notch. But have you also considered your guests' other senses? Think about good audio quality from your speakers. What do your guests smell when they enter? What food can they taste? And how does the seat feel? Altogether, you can create a fully immersive environment for your visitors to enjoy.

KARAOKE SOLUTIONS

NEW DESIGN!

KARAOKE PLAYPANEL //

SUNVIG's best-selling KTV system has a new model available now! Everyone loves his cute, compact size and wants to grab one of the microphones to start singing. Karaoke PlayPanel // is now available with ambient sound-reacting LED lights to be even more eye-catching in every KTV room.

SWITCH THE PLAYPANEL ON TODAY!



KARAOKE STATION

The Karaoke Station is a wall-mounted or standalone system designed and developed for private karaoke rooms. Its slim design, large 22" touchscreen, built-in microphone holders, storage compartment, user-friendly software, and various rebranding possibilities make it our most durable product.

THE KARAOKE STATION IS USER-FRIENDLY, AND NO STAFF IS REQUIRED FOR OPERATION.

KARAOKE ROOM SOLUTIONS

NEW!

ROOM DESIGN

NEW! INTRODUCING AN ALL-IN-ONE SOLUTION FOR BUILDING PRIVATE KARAOKE ROOMS AT YOUR LOCATION, INCLUDING DESIGN, CONSTRUCTION, AND SHIPPING.

If you're excited about the KTV concept, we'll help you design a fantastic karaoke room! Running a private karaoke room is more than just a sofa, some wallpaper and a karaoke machine. At SUNVIG, we offer a step-by-step process to turn your room design dreams into reality. We provide this new service with solutions and dedicated support to drive the success of your karaoke business.





SMART³

CONTROL

The future of private karaoke rooms and KTV is here. SUNVIG's innovative SMARTcontrol application is the solution for many karaoke room owners worldwide. SMARTcontrol makes your karaoke room an automatically running attraction, allowing you and your staff to focus on the essential things. The app handles the rest for you.

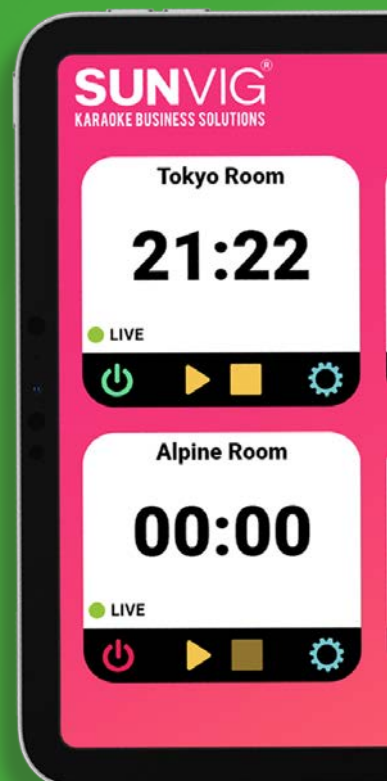
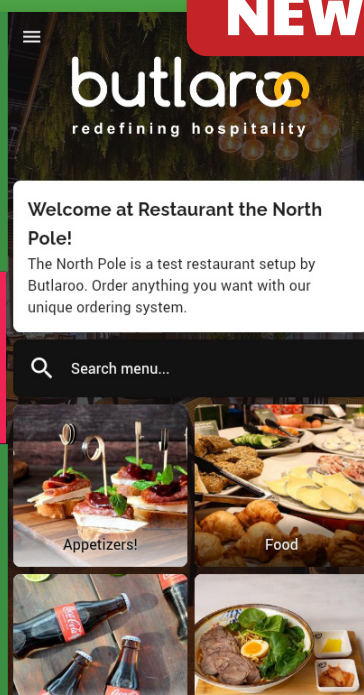
MANAGING A KARAOKE ROOM HAS NEVER BEEN EASIER!

ORDER FOOD AND DRINKS ON YOUR KARAOKE SYSTEM

Allow your visitors to order food and drinks easily from the karaoke system. Set your own reminder notification to remind them it's time to place a new order. Integrate your POS system for ordering through SMARTcontrol and generate extra revenue from your private karaoke room.

**ORDER MENU SLIDES IN FROM
THE RIGHT**

ORDER HERE





SESSION MANAGEMENT

Start, extend, or end timed sessions.
Reset the room when finished.



LIGHTING

Choose a light setting, and make it
change to mark the session's end.



PERSONALIZATION

Add custom welcome messages,
logos, and social media handles.



NEW!

EXPLICIT FILTER

Select if you want to hide
explicit content on the systems.



NEW!

AUDIO PROFILES

Create your own audio setting
profiles for any occasion.



NEW!

ORDERING

Connect your ordering software
to the karaoke system.

USER-FRIENDLY.

SMARTcontrol's user-friendly interface allows you to manage as many private karaoke rooms as you want, all from one device.

SUNVIG's technicians will help you set up the application to make the process as easy as possible. This allows you to enjoy the benefits of the SMARTcontrol app to the fullest.



Hello **BARS & EVENTS**

Social entertainment is the future, and the leisure and hospitality sector is already responding with interactive experiences for screen-free time and the need to spend time together. Karaoke is the best attraction for socializing and is suitable for the broadest target audience. People never stop singing, and they have fun together.

The joy of singing karaoke is the perfect solution for social entertainment. Private karaoke rooms are booming business, and SUNVIG knows how to serve this market.

SUNVIG achieved award-winning results and gained experience in developing top-notch KTV/Private karaoke room solutions; it is now time to introduce the next-generation system for Public Karaoke Solutions. After two years of research and development, we proudly unveil the first Social Entertainment System for Bars and Events, which marks a significant step forward





HOSPITALITY



KARAOKE BARS



EVENTS





THE POWER OF *social experience*

BOOST YOUR BUSINESS WITH INTERACTIVE ENTERTAINMENT

In today's digital age, finding meaningful social activities to get people off their screens can be challenging. Interactive Entertainment is growing, therefore, in every sector of the Hospitality, Leisure, and Retail industry. People want more experience, but why?

Worldwide, amusement centers packed with competitive activities and attractions are growing. Shopping centers offer more active experiences to attract more visitors, and even hotels and holiday parks are transforming with more in-house activities.

SINGING KARAOKE IS SUITABLE FOR EVERYONE AND GIVES AN EXPERIENCE OF THE UNEXPECTED

People use social media to connect and follow family and friends online. As a result, they have less interaction in real life and seek more social experiences. Instead of just socializing at a bar, people seek out activities together. The target audience of 16-35 years old is changing significantly. The leisure, hospitality, and retail sectors are adapting to meet the growing demand for interactive entertainment.

WHAT DOES SINGING KARAOKE HAVE TO DO WITH INTERACTIVE ENTERTAINMENT?

Karaoke is an enjoyable and interactive entertainment that brings people together through the joy of singing. It has a powerful impact on social events, promoting openness and creating strong bonds of friendship and togetherness.

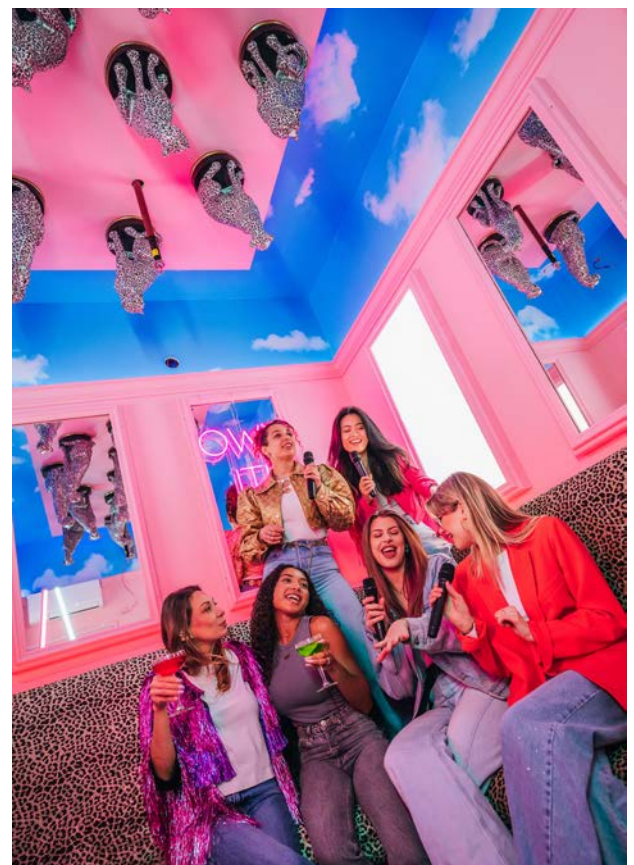
Karaoke Entertainment is incredibly versatile and offers so many exciting possibilities! You can build or redecorate a room in a bowling alley into a KTV box. You can have extra social activities for more guests if you have a public bar or event company. Global research projects that the karaoke market will grow enormously in the next five years and will stay.

The beauty of karaoke entertainment is that it hits the target audiences by encouraging them to have fun singing together. Also, singing in a group can synchronize heartbeats,

release endorphins, and reduce stress levels. Another reason for the popularity of Karaoke Entertainment is our desire to express ourselves. A decade ago, many individuals hesitated to have their pictures taken or recorded on video. Today, the scenario has changed significantly, with people capturing and sharing more images and videos on social media.

The resurgence and enduring appeal of karaoke entertainment can be attributed to our love for self-expression!

ARE YOU READY TO UNLEASH YOUR ROCKSTAR SKILLS?



New KARAO

SUNVIG achieved award-winning results and gained experience in developing top-notch KTV/Private karaoke room solutions; it is now time to introduce the next-generation system for Public Karaoke Solutions. After two years of research and development, we proudly unveil the first Social Entertainment System for Bars and Events, which marks a significant step forward.

Get ready for singing, competition, reactions, and fun together. Karaoke HUB continuously connects staff, audiences, and performers during the event, creating a more interactive karaoke entertainment experience.

First, Karaoke HUB allows social interactions by letting the public send emoji. You can choose which emoji to provide and assign points to each emoji. For example, if a performer receives a thumbs up from the audience, it can be worth 5, 10, or 15 points. Karaoke HUB is flexible and doesn't rely on a digital scoring system; instead, it is controlled by the audience.

You can use Karaoke HUB as a timed event with a winner competition mode or as a reference and fun system. If you don't want continuous voting, it can freeze for a few seconds when the audience overreacts.

On the lyric screen, performers can also see the audience's reactions, enabling them to interact and create social entertainment. If you want to avoid negative feedback, you can choose a neutral profile.

Karaoke HUB also comes with an innovative Performers Request Management system that makes it easy for the public to request a song directly to the system. Staff can focus on their duties, such as serving drinks. You can set

rules to prevent repeated or cancelled song requests if the performer's performance is not completed. Also, staff can cancel a song request using the Karaoke HUB touchscreen.

The digital soundcard mixer allows Karaoke HUB to control the volume of microphones. If people are screaming or there are other disturbances, the mixer smartly relevels the volume and protects the system.

Around the touchscreen is an RGB-LED light that notifies the staff when action is needed, eliminating the need to touch the screen. Additionally, background music plays automatically to avoid any silence.

ASK FOR A DEMO OR PRE-ORDER YOUR KARAOKE HUB NOW!



KARAOKE hub



**PLUG &
PLAY**



**CLOUD
SOFTWARE**



**DIGITAL
MIXER**



**REQUEST
MANAGER**



**LED LIGHT
NOTIFICATIONS**



API



**INTERNET OR
HOTSPOT**



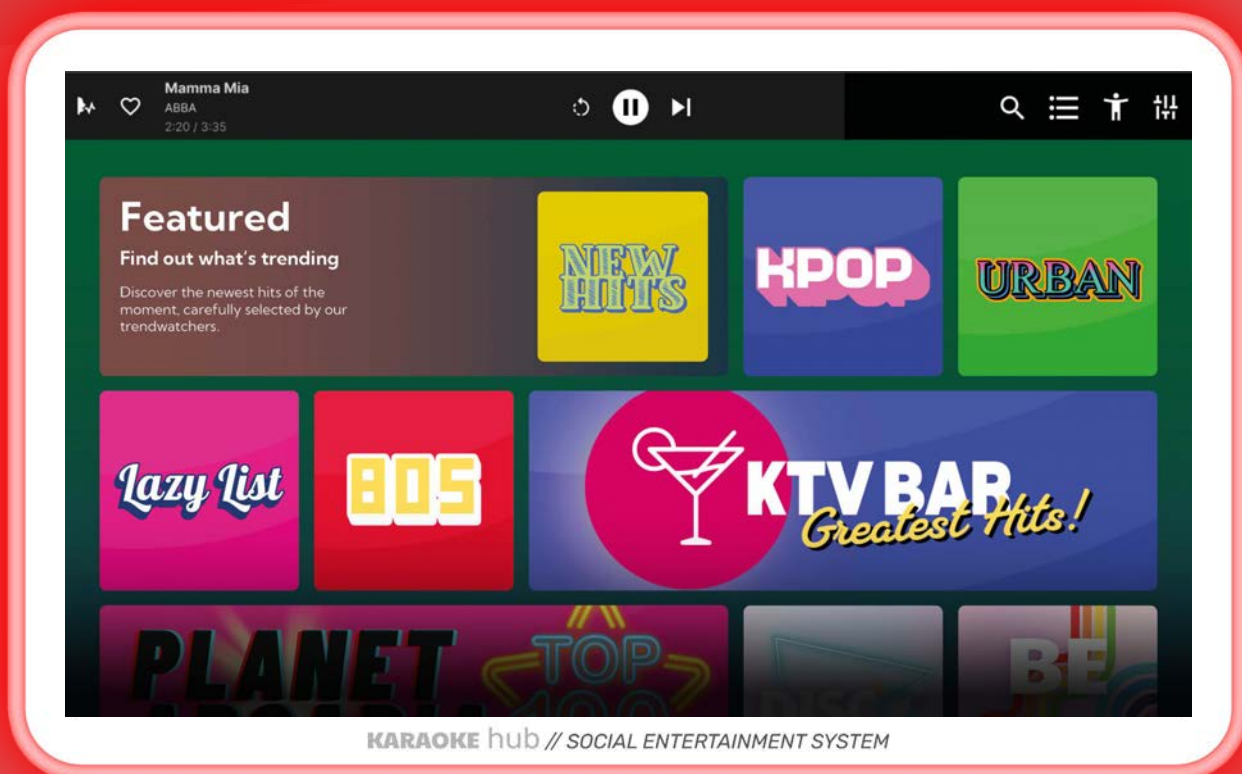
**KARAOKE
SONGS**



**LIVE EMOJI
RESPONSES**



**UP TO 4
MICROPHONES**



Hello POP-UP

The leisure, hospitality, and retail sectors are exploring various ways to entertain visitors. However, creating a private party room can sometimes be difficult, with many square meters around you and no walls.

If you look at many entertainment attractions, they are pop-up and standalone solutions anyway.

For Karaoke Entertainment, you need to understand the sound bleeding and privacy aspects, which can be difficult. Most groups of guests don't want to sing and have fun in private, not public.

Still, you don't want to lock people in the corner without a window, but you should provide some privacy. On the other hand, guests visiting your venue don't want to hear the vocal skills of the people using the karaoke attraction.

SUNVIG recognizes the market demand for standalone pop-up solutions that optimize space and make it more profitable. Last year, we introduced the first turn-key pop-up solution, suitable for locations ranging from shopping malls to family entertainment centers, to maximize the profitability of these valuable square meters.





LEISURE



HOSPITALITY



ARCADE



KARAOKE BLOX

Do you want a private karaoke room? But do you not have a room available? No problem. The Karaoke Blox is the answer. No need to build a karaoke booth, when you can simply place a pop-up KTV to brighten up your venue.

A pop-up room designed for Family Entertainment Centers and similar venues, the Karaoke Blox answers a long-running request from the karaoke market. This box is a cost-effective and flexible manner to offer your guests a brand-new attraction in a limited amount of space.

Your guests will immediately be immersed in a complete experience once they set foot inside the Karaoke Blox. Provided with all necessary equipment to create the perfect environment for a party, this box is guaranteed to bring

your guests lots of fun. Not only your guests on the inside, your guests on the outside will also love the Karaoke Blox. They can watch the singers through the window without being disturbed by the sound. Due to the felt paneling on both the inside and the outside, the Karaoke Blox reduces at least 80% of the sounds.

Due to its outstanding design with a touch of the 80s, your guests will never want to leave.



**INCLUDING
EQUIPMENT**



**RECYCLED
MATERIALS**



**ASSORTED
COLORS**



NEW!

+ PHOTOBLOX UPGRADE

It's time to enhance the social experience with the perfect pop-up solution that combines a photo booth with a karaoke system.

SUNVIG's unexpected success with the Karaoke BLOX and customer feedback have led us to redesign the Karaoke BLOX with our new partners and take advantage of the new Karaoke Station // with photo printer, which is now exclusively available for the Karaoke PhotoBLOX!

Offer your visitors a physical photo that's taken when they have fun!

Karaoke PhotoBLOX also allows you several rebranding possibilities, such as printing the logo in a rebranded frame

with your own logo or slogan. One of the most important benefits of Karaoke PhotoBLOX is that people can self-control the system without any staff!

HOW DOES IT WORK?

Step inside the Karaoke PhotoBLOX, and while you're singing, press the SMARTbutton on the wall. The LED sign of the SMARTbutton counts down when the picture will be taken. After taking the picture, the photo is directly printed out of the Karaoke Station //. If you want to print more copies of the beloved picture, press the SMARTbutton again during the countdown time for a reprint.



Hello

**INNOVATION
PLUG & PLAY
DUTCH DESIGN
FUN FUN FUN**

**RETURN ON INVESTMENT
CUSTOMER SUPPORT
TOTAL SOLUTION**

SOCIAL ENTERTAINMENT

SONG CATALOG

USER EXPERIENCE

HIGH QUALITY

VALUABLE MOMENTS

MULTI LANGUAGE

SUNVIG[®]
Hello Karaoke!

DISCOVER ENDLESS BENEFITS

www.sunvig.com

Empowering clarity.



VEXO SERIES

Powerful sound experience for your venue.

The VEXO series are compact high performance 2-way loudspeakers and come in 3 different (active or passive) models, each of them have a different size and performance to meet the requirements of every possible application.

Inspired by sound | Visit audac.eu/vexo to find out more